Note for Schneidman, Eileen

From: Eibon, Jeanne

Date: Mon, Mar 13, 1995 10:52 AM

Subject: RE: Deluxe Surveys: What's Acceptable?

To: Schneidman, Eileen

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I agree with all.
• Our experience has been that (in a consumer's home) once they start filling out a survey, they will likely complete it.
• the second issue is more of a customer service issue - and if Neodata can accomodate the processing while capturing the data - then I think we should let the consumer's get the 100 mile credit.

From: Schneidman, Eileen on Fri, Mar 10, 1995 7:48 PM
Subject: Deluxe Surveys: What's Acceptable?
To: Nickert, Sheila
Cc: Eibon, Jeanne; Haesche, Alan; Murphy, Virginia; Piskor, Stephen; Tolchinsky, Karen; Vichich, Ed

Sheila,

After discussing with Margot, here's what we propose:

IF THE CONSUMER ONLY PROVIDES NAME, ADDRESS, SIGNATURE AND DOB, BUT DOES NOT ANSWER ANY SURVEY QUESTIONS, DO WE BOUNCEBACK THE IMBEDDED BONUS MILES MAILING AND ENTER THEM IN THE GEAR SWEEPS?

No. Please confirm that we have an standard ineligible letter to kick back the incomplete survey to the consumer.

However, if the consumer provides at least 1 answer (and it will probably be "Regular Brand"), the consumer should receive the Imbedded Bonus Miles mailing and entry into the Gear sweeps.

IF THE CONSUMER SENDS IN THE DELUXE SURVEY (THINKING IT'S "WORTH" 100 BONUS MILES) WITH THEIR ORDER, WILL WE ACCEPT IT?

My preference is to kick this back to the consumer too. Remember, the Imbedded Mile order form has a source code and offer code that the reps will capture with an order. We lose this step if we accept the survey as Bonus Miles.

However, if you can confirm that your reps can process the survey appropriately (make sure the consumer is entered in the sweeps and credit his order with 100 Bonus Miles without bouncing back the Imbedded Miles mailing), then maybe I'll rethink.

Please confirm to me and all CCs your agreement or concerns.

Eileen

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Source: https://www.industrydocuments.ucsf.edu/docs/gjdy0004